

97. (Amended) The method defined in claim [91] 95
wherein the step of taking the targeted action further comprises
the step of automatically presenting the user with an opportunity
to set a program reminder that is based on the user's interests.

98. (Amended) The method defined in claim [91] 95
wherein the step of taking the targeted action further comprises
the step of offering a pay-per-view event for purchase to the
user that is based on the user's interests.

REMARKS

These amendments correct the inadvertent misnumbering of several claim dependencies. An early and favorable action on this patent application is requested.

Respectfully submitted,

G. Victor Treyz
G. Victor Treyz
Reg. No. 36,294
Attorney for Applicants
c/o FISH & NEAVE
1251 Avenue of the Americas
New York, New York 10020-1104
Tel.: (212) 596-9000